



Tribute to a Former President

Mr. R. Y. Eaton

Eatonians across Canada have been saddened by the unexpected death of the Company's former President, Mr. R. Y. Eaton, which occurred in Midland Hospital, Toronto, on Saturday evening, July 28th, following a few days' illness.

Mr. Eaton, although in his eighty-second year, was a familiar figure around the Toronto Store until a few weeks before his death. His interest in the business which he served for forty-five years and over which he presided for twenty years, 1922-1942, never flagged. He had piloted the Company's operations through some of its most significant years, the good times following World War I, through the hard times of the thirties and into the early years of World War II.

He lived to see the Company expand to every province in the Dominion. Mr. Eaton never sought the limelight but he was known as a just man, quiet and kindly, a man to be depended upon. He made a great contribution to his country, both in business and the arts. A distinguished man of tall stature with a strong Christian character, he lived every day the high principles laid down by the founder, Mr. Timothy Eaton. His influence and his fine example of loyalty, devotion and integrity will live on in the minds of all who knew him.

To his family, we all join in extending sincere sympathy in the death of a good citizen—one of Canada's leading business men.

All Eaton's Store operations halted at 1:00 p.m. Tuesday, July 31st, for a two-minute silence in memory of the former President.

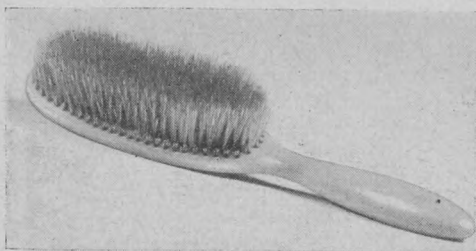
THIRTY-FIVE YEARS WITH EATON'S

MISS LETA MacMULLEN

Born in Belleville, Ont., Miss MacMullen commenced work with the Company 35 years ago in the M.O. Packing and has spent the last ten years in M.O. Routing. Miss MacMullen does not plan any special trip to celebrate her anniversary, but to continue looking after her house and garden.

On behalf of her friends in the department, Miss MacMullen was presented with a cashmere sweater and she received kitchenware from the Company.

IVORY AND BRISTLE "STAND THE GAFF"



There is a saying in the Old Country about "1066 and all that"—dating things from the Norman Conquest, which was a decisive date in Saxon and English history.

Here, among old-timers there is a decided habit of dating many things from the arrival of Eaton's in Winnipeg, decisive as it was in bringing in new merchandise and one-price selling. So it's not an unusual thing for our customers to write us much as did Mrs.

Mark Lancaster of Victoria Beach, on July 16. Her letter accompanied the lady's hair-brush shown in the picture, which is a photographic "cut" of the brush.

"This brush was purchased from The T. Eaton Co. store (Winnipeg) in 1907, and has been in use all these years. I thought this was worth mentioning on your 51st anniversary, and bring back the good old days. Wishing your department and The T. Eaton Co. every success in future years.—Mrs. Mark Lancaster (nee Miss Sue McNeish), an employee for 17 years and a satisfied customer for 49 years."

And may Contacts say in turn, Mrs. Lancaster: The brush was and is of excellent quality materials, and the tufts splendidly set (only one row, as can be seen, has worn away); but to keep the brush and handle so well must have demanded just as excellent quality of care by the owner in cleaning and conditioning. Thanks and congratulations!

OUR COVER STORY . . . The Rainbow Stage at Kildonan Park is shown, photo by courtesy of the Winnipeg Tribune. But Rainbow Stage is more than a picture, more than an outdoors theatre setting. Even though it is set in the beauty of the west's grandest forest of stately elm trees, the stage has greater significance than as a structure or place of entertainment.

It should be, and can be, one of the great attractions and one of the greatest prides of this city. It has been the scene of wonderful presentations again this, shall we say, as yet, summer or just season? Major productions Annie Get Your Gun, The Wizard of Oz, Our Town, have had only one real handicap—the weather. Now, as we issue, the Stage is offering Kiss Me, Kate, the musical opera version of Shakespeare's great entertainment, Taming of the Shrew—but not a dull moment in the modern production!

Let's take advantage of every offering at Rainbow Stage; let's support it as citizens and help to make it—and Winnipeg—noted for its existence and success!



Everybody Had That "Happy Birthday" Feeling!

This was it! Eaton's celebrating another year of history in Winnipeg. The first year in our second half-century—and a selling event that proved again that Eaton's birthday is a Winnipeg and district affair, not just a Store event!

The actual birthday was the second day of the celebration event, but just look at the aisles and doors at the top, typical of every entrance on the birthday. And then see in the pictures below how the great crowds just surged in when the gong rang! Our birthday-ribbon girls had no difficulty in giving out those souvenir ribbons—except that at first hands just couldn't work fast enough and many shoppers came back for them after that first hurried rush! A good start for another year of Progress!

Four



TODAY
WE
ARE
FIFTY
ONE
YEARS
OLD

JULY 17
1905-56

T. EATON CO.
WINNIPEG
CANADA



Souvenir of Eaton's First New Year Party in Winnipeg, Fifty Years Ago

Writes Mr. Harry V. Clarke, manager of the Box and Bag Factory: "This menu was treasured by Mrs. Rogers, then of 631 Corydon Avenue, Mrs. Clarke's mother. Mr. Rogers was head floorwalker here when the Winnipeg store opened; in after years he travelled all over the rapidly-filling prairies as a wholesale-goods salesman. They moved to Okanagan, B.C., in 1914, and Mr. Rogers passed away in 1944, Mrs. Rogers in 1955. We thought this souvenir might be of interest to your readers."



It was a great occasion. The first New Year in Winnipeg and Mr. and Mrs. Timothy Eaton, as mentioned on the cover we show, tendered a complimentary dinner to the Winnipeg staff — January the third, Nineteen hundred and six.

Many doctors tell us that nowadays we all eat too little at most meals, too many of us "filling in" between meals and after dinner. But just read this menu—and wish we had the sturdy digestion of our parents and grandparents!

Oyster Patties, Olives, Celery, Roast Turkey with Dressing, Sugar-Cured Ham, Potatoes a la Duchesse, Green Peas, English Plum Pudding, Macaroons, Lady Fingers, Jelly Cake, Fruit Cake, Trifle, Vanilla Ice Cream, Oranges, Grapes, Nuts, Raisins, Bon-bons, Tea, Coffee, Lemonade.

And this was followed by a grand evening of entertainment (we mention names of artistes, and songs, etc., as they may bring back memories to our older readers and retired Eatonians): 1. Overture, Bonnie Scotland, Barrowclough's Orchestra; 2. Russian Bridal Song, Mrs. Alice James; 3. The Minstrel Boy, Winnipeg Male Quartette (Messrs. Hollinshead, Philips, Thomson, Polson); 4. Humorous Sketch, Mr. Leslie Stanford; 5. Cello Solo, Pasquinade, Mr. W. M. Miles; 6. Song, Green Isle of Erin, Mr. A. Philips; 7. April and November and The Story of a Tack, Male Quartette; 8. Song, The Dream of Home, Mrs. Alice James; 9. Song, selected, Mr. J. J. Polson; 10. Quartette, Until the Dawn; 11. Cotton Blossoms, Barrowclough's orchestra; 12. Trombone Solo, Mr. Holly.

Mr. Timothy, devout Methodist himself, made no discrimination between religious adherences among his staff, but did encourage church attendance and set the example by

himself and family. That he was scrupulously fair to all is shown by the fact that short addresses were made throughout this program by the following reverend gentlemen: Dr. Sparling, Father Cherrier, J. L. Gordon, C. W. McKim, John McNeill and C. McKinnon.

No wonder the memory stayed with Eatonians such as the Rogers' family, and that such souvenirs were carefully preserved!

TAKING A TRIP?

If you are planning a trip overseas this year, take your camera along with you and take a few pictures so that other employees may enjoy your visit. Just drop them into Contacts' office on your return, and if anyone is preparing to go at this time — Bon Voyage from all of us!

THAT SORT OF COMB

A young lady stopped at the notion counter. "May I see some combs?" she asked. The clerk showed her some. "Oh no, I want a man's comb."

"Do you want a narrow man's comb?"

"No, I want a comb for a fat man with rubber teeth."

—Editor

Five-Pin Bowling Announces Plans

The bowling alley situation in the city demands that no time be lost in lining up the big Eaton Mixed Five-Pin League, and to this end

Every Team is Requested to Please Send a Representative to the General Meeting, Wednesday, August 22, at Recreation Bowling Alleys, Top Floor, Donald Street. Meeting starts at 7.45 p.m.

Regular League Bowling for the 1956-57 season will begin Tuesday evening, September 4.

CLOSING DATE FOR BOWLING ENTRIES, AUGUST 20

Entries must be turned in to

Sig. Sigvaldason, Drug Dept., Main Floor, Store.

Ernie Wall, Mail Order Cashiers, 8th Floor, M.O.

Harold Brown, M.O. Exchanges, 8th Floor, M.O.

Entry Forms available in Store, Mail Order and Warehouse Time Offices

CURLING CLUB NOTICES

MEN'S CLUB

Entry forms will be ready soon—about the end of August! They will be distributed to group members and available from them.

Change in Store Hours Necessitates New Line-up of Schedules! Please, skips, enter your teams without delay! Prospective members: Get in touch with your skips, or get your names in for selection by skips, **without delay** once the forms are out.

Your committee has to arrange not only your schedules, but interlocking arrangements to provide for the Women's Curling Club times. This means a considerable amount of work, so an early start is essential. **Thanks for that prompt co-operation—we shall appreciate it.**



* * * *

WOMEN'S CURLING CLUB

Ladies—to you also, **BE PROMPT!** Application forms will be sent out to all past members about the middle of August. Prospective members can obtain them from Ruby Fraser, Employment Office, Store; and Ruth Hodgson, Drapery (67) Department, Mail Order.

Same problems apply as with the men—mentioned above. **Don't Delay Your Application!** Skips—get busy and line up those rinks, please!



LAWN BOWLERS TAKE MEASURES TO SETTLE THE OLD QUESTION "WHOSE END?"

Now could anybody imagine a nicer setting for an evening's friendly exercise and recreation than a pleasant bowling green like this—especially as there was no need to hurry the game to go out and beat the Spanish Armada as they say Sir Francis Drake had to do, nearly 400 years ago! But even now these bowlers just don't take a lost end for granted—and so they measure and be sure! Our picture was taken at Sargent Park, and we've just received this report on progress of the season's play from Bill Lord, the president:

The season is going very well and all members are having a wonderful time, that is when the elements are conducive to the game. The league had seven entries in the Manitoba doubles, but according to Sam Poole, "All we came away with was experience." Four members also made a trip to Brandon at the invitation of the Manitoba Association. A good time was had by all—new friends and several good games were the rewards.

CONGRATULATIONS, JOE'S GRANDSON

Retired Eatonian Joe Palmer (Sporting Goods, Store, for many years) telephoned us about his grandson's achievements. This is the young gentleman shown in our picture namely IAN SMITH, Eaton Junior Executive this year from West Kildonan Collegiate.

Ian worked here on his own for about a year of Saturdays, selling men's hose; then last season as a Junior Executive, same department. Now for the summer he's working a long day cutting grass on a golf course. His distinctions? Very impressive. He gained the Chartered Accountants' Scholarship for Grade 11 in English and Mathematics. Then he won the Governor-General's Medal for his Collegiate course—it is given not only for school work—Ian had an average of 94—but for leadership and participation in school activities and sports. No wonder our Joe is proud of his grandson! Ian's mother, by the way, was also an Eatonian for some while before her marriage.



Retirement Honours to These Three

WILLIAM E. CURRY

Close to the mark of 44 years' service with the Company was the achievement of Mr. Bill Curry when he took his retirement on July 13—would have been close to 45 years at his normal retirement date.

Beginning in 1912, Mr. Curry spent some years with Mail Order Routing, then became section head on the Mailing List. In 1915 he enlisted and was overseas, as sergeant with the Army Service Corps, until the end of the Great War. His whole time since then has been with the Mailing List and allied departments and makes a record of progressive successful administration.

He carried to completion the system of zone dispatch of catalogues (now mostly superseded), crop zone record of Mail Order business, joined the old shipping bill filing system with an integrated catalogue-customer file, and of late years was instrumental in the growth and service of the great Mail Order Salesroom and phone-order system.

On the evening previous to his retirement, he was honoured at a dinner party at Vasa 'Lund, all his four departments being represented to the number of well over a hundred . . . and including some retired departmental colleagues. Many goodwill messages were read, and Mr. Jack Greenwood, chairman, also Messrs. Houston, M. Lacombe, C. Scarr paid tribute to their "boss." A gift of four lawn chairs was presented. Next morning, the department presented a sun-cart to go with the chairs; and at a special gathering in the M.O. conference room, Mr. A. H. Young presented Mr. Curry with the M.O. managers' and assistants' gift of a movie camera.

To Mr. Curry we all say, sincerely—
Good Health and Happiness!

MRS. V. MCGREGOR

A member of the Telephones Food Order Board, Mrs. McGregor dated her service back almost 16 years, to November, 1940. Previous to her retirement on July 6, she was honoured at a dinner at the Homestead. Present in addition to the Order Board staff were numerous other Eaton friends, and the party included Mr. G. B. Douglass, Groceries manager, and Mr. H. H. McIntyre, Telephones Department manager. In addition to many personal gifts, Mrs. McGregor was the recipient of a beautiful watch from those present at the party, and on her retirement day was presented with a torchere lamp from her department.

Congratulations, Mrs. Oliver!

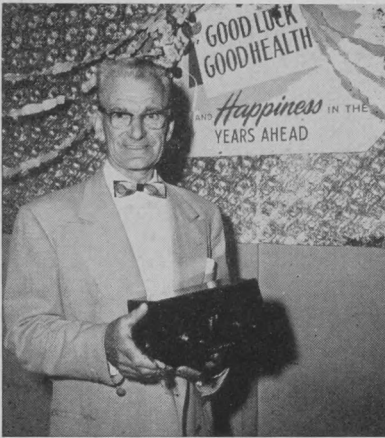
Just noticed in "Marketing," that Mrs. Marjorie Oliver of Staff Superintendent's and Public Relations Offices, Toronto, has been elected president of the Toronto Women's Press Club. Mrs. Oliver recently visited Western Stores before and after attending the Women's Press Club Convention at Edmonton, of which Canada-wide organization she is past-president.

Eight

USE THAT SUGGESTION BOX NOW!

Suggestions Accepted

Mr. G. H. Blakeman, Dept. 345.....	\$25.00
Mr. R. Fowler, Dispatch.....	20.00
Mr. A. Brownrigg, Furniture.....	10.00
Miss L. Burns, Dryden Order Office	10.00



Popular Mail Order Eatonian Jimmy Bell Retires

Friday, July 13th, was an unlucky day in its way for the Mail Order top floors, for it was the day the popular James (Jimmy) Bell retired from his duties as washroom attendant. Jimmy had been with the Company a little over 11 years, and had the happy knack of not only being outstanding in the thoroughness of his own work but of gaining the co-operation of all the men on the floors he attended. He'll be missed as much, of course, for his glorious ability to spin tall tales and personal adventure fantasies—to be around Jim was to come away smiling! His colleagues in the Caretaking Department gave Mr. Bell a portable radio, and many were the tokens of friendship bestowed on him by the groups on his several Mail Order floors. Good luck, Jimmy, and best of health!

MEN'S GOLF CLUB NEWS

Remember!

Golf Finals Field Day August 24th

At the time of writing many of the play-offs are in progress. The lucky class winners will meet in final battle at the Elmhurst Golf Club on August 24.

MANITOBA MEDICAL AND HOSPITAL SERVICES

What About You? If you are not signed up in one or both these services — remember: ACCIDENTS strike suddenly; ILLNESS can come overnight! You, and your dependents, can be insured at moderate cost, and thus protected from the expense—and worry—of medical and hospital costs.

Many hitherto not protected took advantage of the membership group offered in June. The next application period will be OCTOBER 1 to OCTOBER 31, for protection beginning December 1. Considerable numbers of the staff are now entitled to apply for membership—full particulars available any time at the Staff Relations Office, Second Floor, Store. Why not check up for Your Own protection and join the next group?

EATON WOMEN'S GOLF FIELD DAY

at ELMHURST LINKS

Wednesday Afternoon, September 19

Tickets on Sale

September 4 to 14

by Mattie Halldorson, 122 Department,
Seventh Floor Mail Order, and

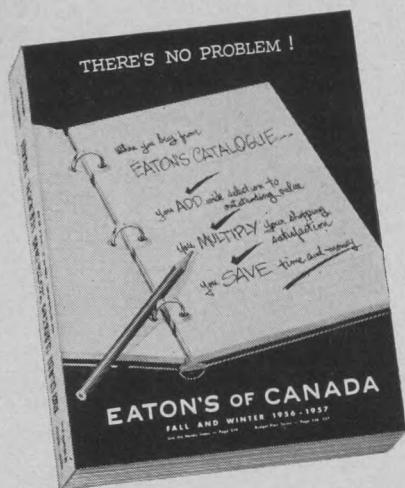
Betty Meiklejohn, Staff Training,
Second Floor, Store

Per Person, \$2.50

Get Yours Early

Transportation Will Be Provided

Our **NEW** Fall and Winter Catalogue



Big, colourful, handsomely printed and as glamorous as a sophisticated fashion magazine—Eaton's Fall and Winter Catalogue is now in the hands of over half the households in Canada.

Bearing little resemblance to catalogues of years gone by, this sleek new edition is plainly not just directed toward rural Canada. With its new format, new styles, with more and better things for Canadians in all walks of life, this great catalogue will appeal to everyone who is seeking a more gracious, more comfortable way of living.

Interesting Facts and Figures

The Murray Printing Company of Weston, Ontario, handles the printing of the entire nation-wide issue. Some idea of the magnitude of this undertaking is given by the list of materials used in production: over 3500 tons of paper, 75 tons of ink;

also approximately 15 tons of glue, and almost 80,000 yards of cotton crash for the binding on of the cover.

The exact total of books printed is not announced, but it has been estimated that if all the new Eaton Fall and Winter Catalogues were stacked flat, one on top of another, there would be a column reaching somewhere between 25 and 30 miles into the sky.

There've Been Some Changes Made

The entire set-up of this new catalogue has been streamlined to make shopping easier for our customers. The whole book is sharper, clearer, easier to read. All but 80 pages are printed on glossy coated stock. Script headings have been dropped in favour of neater more discernible type headings.

A new, patented "Perfect" binding has been introduced so that the book lies flat when opened.

In many cases the merchandise has been re-grouped or shown in different settings than in previous catalogues to help the

customer in making her selection. The Girls' Wear Department has collected all its teen-size merchandise into a compact, easy-to-shop, eight-page section and named it Eaton's Teenfair.

Many coats and dresses have been accessorized to help the lady-of-fashion choose a complete outfit. Shoes are shown with matching handbags.

More room scenes are in evidence in the Furniture section in order to give the customer a better idea of just how a particular suite will look in her home. Bedspreads are shown with matching drapes.

Many Exciting New Features

The book opens with a striking fashion presentation of "man-made" furs, three coats in the deep-pile "wonder fabric" of Orlon and Dynel which has been widely promoted in national magazines.

The opening of the fur coat section is unique in that two prestige coat "specials" are offered for the first time in the catalogue—a Canadian beaver and dropped muskrat. Continuing this stepping up of quality in furs is a jacket of very good Chinese mink.

The dress section has taken on a more appealingly feminine look this season. These pages show a series of graceful oval

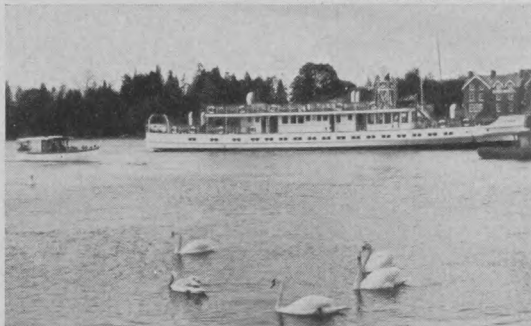
frames suggesting a picture or mirror. Here again, there is a distinct stepping-up in the quality of the garments themselves, particularly noticeable in additions to the Bellefair line of dresses and Eatonia housecoats.

And here's good news for busy mothers—new washable dress pants for junior boys! Practical indeed!

For the second season in succession those autographed hockey outfits which are going over so big with the young fry are being featured. This year we have sets endorsed by "Rocket" Richard, Jean Beliveau and Bernie Geoffrion.

(Continued on Page Eleven)

Two More
English
Scenes
from the
camera of
Mr. George
Douglas,
Carpet Dept.



The mansion shown is the beautiful Chatsworth House, the Midlands home of the Duke of Devonshire, and not far from George's home town of Sheffield. The other scene is at Lake Windermere, England's largest—10½ miles long. The graceful sightseeing launch is named, appropriately from its surroundings, "The Swan." The lake is among high wooded hills, has many beautiful bays, and a view of the Westmoreland mountains to the north.



Congratulations, Donna!

This is Miss Donna Patton, who a brief while ago was an Eaton Junior Councillor from St. James Collegiate. Not very much older now, for she is only just over her 18th birthday, she is quite a golfing celebrity. Her honours this season include winning the Winnipeg City and District Ladies' Championship—the trophy she is holding; also the Manitoba Junior Ladies' Trophy, and she has won a place in the Canadian Championship tournament to be held at Niakwa Club in August, as a member of the senior Manitoba ladies' team. All our best wishes for success, Miss Patton, for you and the team!

(Continued from Page Ten)

The kiddies will find much to delight them in this new catalogue. There's a whole page of games and a 30-item page of low-priced toys. To brighten up the nursery there are colourful matching rug and mat sets, introduced here for the first time.

For the home there's a galaxy of new items . . . all catalogue firsts.

Beautiful "Customized" drapes featuring the striking gilt-colour overlay that's so fashionable with to-day's decorators, and in any length up to 90 inches.

Bamboo drapes—now offered in a choice of colours.

Cloud-soft nylon comforters—plumped to the very edges with light, resilient Terry-lene, the All-Canadian "wonder" fibre. Washes easily, dries quickly.

"Perk'n'Serve" coffee maker—combines the functions of an 8-cup percolator with those of an attractive copper-trimmed carafe.

Twin-speaker mantel radio by Westinghouse at a very moderate price.

These are but a few of the high points in the big parade of new and interesting things in this, Eaton's finest catalogue to date.

A Visit to Haddon Hall

The name on many of Eaton's home furnishings items of distinction, Haddon Hall, with the lantern, must have intrigued many people, both staff and customers, to whom the English counties and the writings of Sir Walter Scott and others, are not familiar.



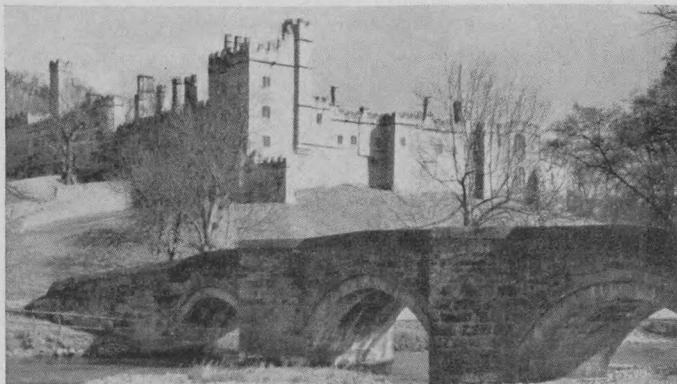
Dorothy Vernon

Eaton brand names—
both connected with
Haddon Hall

Haddon Hall

EATON'S OF CANADA

MR. GEORGE DOUGLAS, of Winnipeg Store Carpet Department, who was born near The Peak district of Derbyshire, on a recent trip back home, paid a special visit to Haddon Hall. He had always known of it but Eaton's adoption of the name spurred his further interest. The book he brought back, made up from articles by Christopher Hussey for "Country Life" English magazine some years ago, is beautifully written and illustrated—we can only glimpse these qualities in this short article.

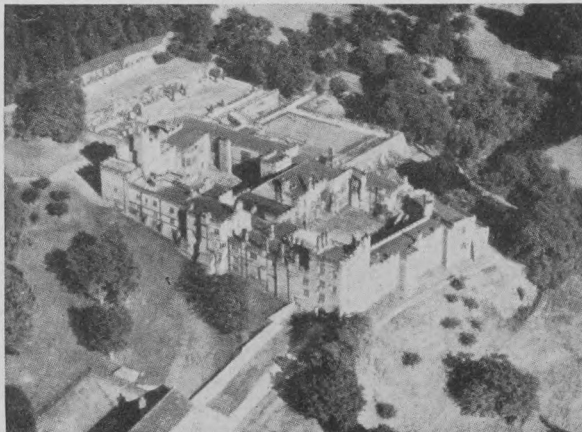


Haddon Hall, Derbyshire England

The Eaton brand name was chosen no doubt, because in itself Haddon Hall is thus described: "Since 1782 the unchanged completeness has excited those interested in tradition—may it never be modernized." In its very authority of the story of its centuries—in building, design, interior and furnishings, it is so correctly historical as to give its very name—Haddon Hall—a unique distinction among all the British homes and castles.

The Hall estate dates back as far as the years shortly after the Norman conquest of England. In 1087, nearly a thousand years ago, William Peveril, son of William the Conqueror, was given Haddon and other Derbyshire district property.

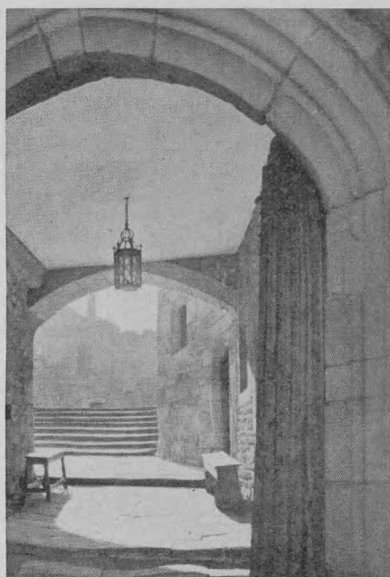
A descendent, however, displeased Henry II, and the estates passed to a sub-tenant named Avenel in 1153. In 1170 a son-in-law of that house, Richard de Vernon, shared Haddon Hall by bequest, and later possessed it all.



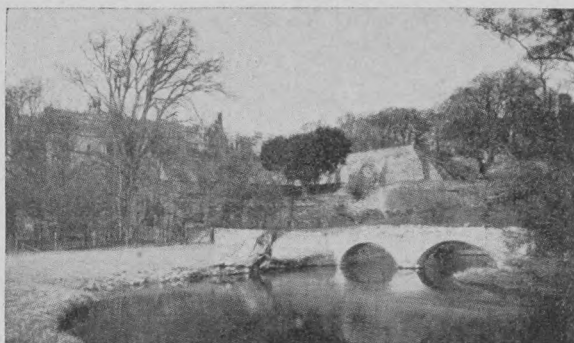
Haddon Hall from the air

This Vernon was the first of seven Vernons in succession who inherited the estate. Later a Richard Vernon was one who forsook a Peveril of the Peak (see Scott's novel) and thus escaped punishment due to English wars. As far back as the time of Prince John (who was ruling for the absent Richard the Lion-Heart, away at the Crusade), Vernons got permission to wall their Hall, but without battlements—making it an unfortified holding. It was maintained through the centuries that way, and thus escaped the siege and damage many castles and homes suffered.

The last Vernon of that line ruled Haddon Hall from 1517 to 1567. To Margaret, his older daughter, he left his larger estate of Tong in Shropshire, and to Dorothy, the younger daughter, the estate of Haddon Hall. The story of Dorothy's romance is that she fell in love with Sir John Manners, younger son of the Earl of Rutland, who disguised himself as a forester in order to see and be near her. During the excitement of her sister's wedding, Dorothy eloped—through the gate and stairway and over the bridge all now called Dorothy Vernon's—and married her lover. She was forgiven, of course. Haddon Hall thus became the home of the Manners' family, and in 1641 a John Manners became Earl of Rutland—the family which now holds the Hall as part of a Dukedom.



Haddon Hall gateway, showing the lantern as in our brand name design



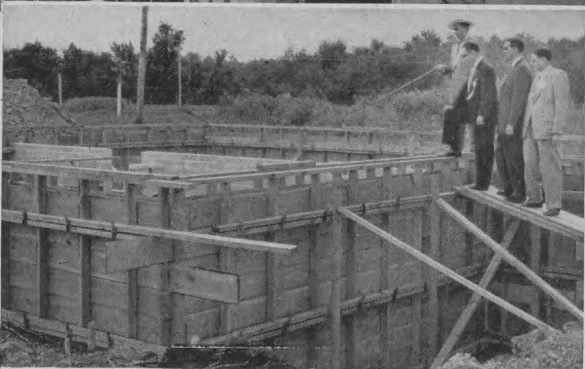
The two-arched bridge where Dorothy Vernon met her lover and over which she fled with him.

Under today's conditions, the present Duke has found it necessary to vacate the Hall but it is being kept in all its proud distinction as a national monument, with the public both enjoying its rich traditions and unique architectural beauties, and able thus to help in its upkeep.

So, we of Eaton's, however briefly, may thus know more of their history when we see the names "Haddon Hall" and "Dorothy Vernon" on the merchandise in our stores.

The Winnipeg tourists in the Peak district, with relatives: Left, Mrs. and Mr. George Douglas; Mrs. and Mr. F. Douglas (George's brother, resident in Sheffield); George's sister, Mrs. H. Fisher and husband, of Barnsley, near Sheffield. The picture was taken at the Barnsley Golf Club.





JUNIOR CHAMBER OF COMMERCE CONVENTION IN WINNIPEG

Top left: "Flip" Fillipelli new National president, takes oath of office from Ross Smyth, past president. Right: Banquet scene. Messrs. W. L. Palk and John Bruce represented the Company at the Eaton-sponsored President's dinner.

Second row: Sonny Sales, world president of "Jaycees." Right: The home which is a prize in Operation Brotherhood, Winnipeg International project. The old Countess of Dufferin was "auctioned off" by Ottawa, Ont., delegates—Operation Brotherhood benefited.

Bottom left: Alfred Campbell Memorial Safety Award, was won by London, Ont., for best traffic safety program. Right: Mayor George Sharpe receives a sombrero from Calgary delegates—hence the famous "Get me a horse" episode! (Pictures courtesy Canadian Pacific Railway and Portugal & Ayres.)

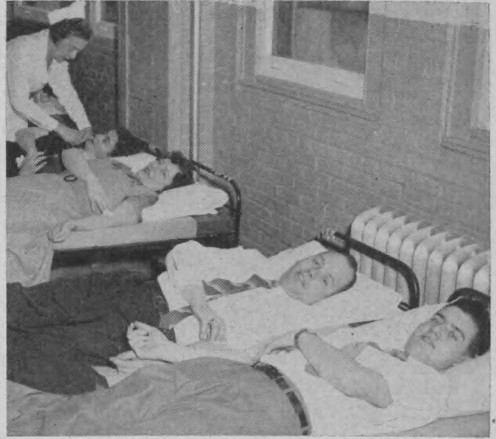


Another Eatonians' Blood Donor Clinic!

To Be Held in Mail Order Unit 2

SEPTEMBER 11, 12, 13

The March Clinic was a very welcome success to the Red Cross Blood Bank service—when over 700 Eatonians donated. The Red Cross will be in urgent need again when this September Clinic is held, for the supplies have shown a tendency—understandably—to decrease with the absence of so many during the month of summer months. One can see by the expression of these Eaton donors that there's nothing to make one hesitate, if in condition to donate. Make your plans now to be included—just about half an hour of your time, just about the amount of blood for which your body replaces the average fluid loss in a couple of days—and you help save lives! Test and check are made to see that you do not donate unless everything is O.K. Be a Blood Bank Donor Through the Eaton Clinic!



Store "Jaycees" Attend Convention

Company Sponsors Junior Chamber of Commerce
"President's Dinner" Evening

The Canadian Junior Chamber of Commerce held its 21st Annual Convention in Winnipeg at the Royal Alexandra Hotel, July 1 to 4. The following young men of the Company's staff here attended: S. Green, Employment Office; B. Wallace, Job Evaluation; R. O. Adams, Customers' Accounts; W. Congdon, Draperies; A. Calvert, China; T. Cowley, Hardwares; J. Lammens, Electric Refrigerators; B. Barnsfather, Stock Audit; C. MacIvor, Furniture; E. McGregor, Men's Clothing; D. Swann, Boys' Clothing.

The Jaycees have many active programs underway, including Business Training, Traffic Safety, Youth Development, and Operation Brotherhood—the last being international in scope. Winnipeg Jaycees' own Operation Brotherhood is at present—as shown on opposite page—building a house which will be the prize for somebody who contributes to their Operation Brotherhood fund.

It is very rewarding to attend the Junior Club Convention and see the intensity of purpose held by each delegate—and more so to know that employees of Eaton's are concerned in the work being done by Canadian Jaycees—one of the most active groups in the International Jaycee program. This year Winnipeg was host to the delegates from Newfoundland in the East to Vancouver Island in the West of Canada, and to numerous International officers and delegates. A number of the Canadians were from various Eaton stores. The President's Dinner, held on the last night of the convention, was sponsored by Eaton's, and Messrs. W. L. Palk, superintendent, and J. Bruce, City Advertising, represented the Company.

The convention was a marked success and the delegates—from literally all over the world—were able to meet and discuss problems individual to their countries and to map out a plan of campaign to secure better understanding between nations, and between French and English-speaking Canadians, too.

Departmental News from the Store

BASEMENT STORE

5c to \$3.00 Department—By M. McCance

A new bundle of joy has arrived at the Insch residence. The little girl's name is Sharon Lee and the proud parents are Iris and Bud Insch. Congratulations!

Foodateria—By Ruth Berg

Congratulations to Ray Trudeau of our department who recently married Susan Fiteau of Department 118 (Mail Order). Mr. A. Carr, department manager, presented Ray with a mirror.

Shirley Smith left May 28 to be married to Wilf Leeson. Mr. A. Carr presented Shirley with an electric steam iron.

Nettie Makichuk and Tommy Rodeck of our department were married June 30. Mr. A. Carr presented them with a cedar chest on behalf of the department. From the Store they were the recipients of a floor polisher and a kitchen suite. At a shower held in her honour Nettie received an electric fry pan and a pop-up toaster.

Congratulations and a long and happy life to all the newlyweds.

We wish Frances Mahe and Joan Saydock the best of luck in their new jobs.

We hope Mr. Cassie is feeling better and will soon be up and around.

* * *

MAIN FLOOR

Gloves and Hosiery—By Norma Patterson

Wedding bells rang happily in our department in June and July.

Grant Carswell was married to Betty Clarke of the Sales and Expense Office on June 9 at First Lutheran Church.

June Mathson was married on June 30 at St. Ignatius Church to Steve Patrick.

Diane Oddy was married on July 12 at River Heights United Church to Wally Rea. Our best wishes to the happy couples.

Lil Fairley held a miscellaneous shower at her home for Diane, and Herta Derksen held a shower at her home in honour of June.

We said good-bye to Joan Haynes who is becoming a full-time homemaker. Mrs. Addie Maxwell left to make her home in Regina. Vi Kollesavich will live in Victoria and Gertrude McLay has gone to live in San Francisco. We'll certainly miss them all.

Mr. C. Campbell made presentations to all on behalf of the department.

Stationery—By M. C.-Lawton

Joan Butler recently left the Company so a gift of a train case was presented to her with our best wishes for health and happiness.

A young lady called Linda McLean arrived to make our Pat Briggs the happiest aunt in the country. Another Eatonian, Pat?

Candies—By J. Newcombe

On July 7 Lena Gerelus, Third Floor Bar, was united in marriage to Mr. William Streilers at St. Andrew's United Church. Lena was presented with an electric mixer from the department. All our best wishes for many years of married bliss.

Mrs. Joyce Loewen and Miss Doris Birston entertained at the home of Mrs. S. Lefebvre with a shower on June 18. Lena was the recipient of a bedspread and matching lamps.

Drugs—By C. O'Kelly

A party was recently held at the home of Mrs. Fawcett when she, Bernice Bannerman and Francis Lowry were joint hostesses in honour of Joyce Bowman, a bride-elect of this month. The honour guest was presented with a breakfast set and miscellaneous gifts. We join in wishing the happy couple good fortune.

We are sorry to see Betty Morrison leave us, but hope she will be very happy in her new home in Edmonton. We shall miss Betty very much. Her parting gift from the department

Sixteen

was a pair of marcasite earrings while her associates presented her with brooch to match.

* * *

SECOND FLOOR

Personnel Offices

Happy holidays to two of our group on overseas trips: Mrs. Ronald Cantlie of Employment who, with her husband, is visiting his people in Scotland, and Mr. Bill Gray who, with his wife, is visiting relatives in England.

Sincere sympathy to these members of our staff: Miss Carrie Carruthers and family in the loss of her father; and Mr. and Mrs. Don Hay in the loss of Mrs. Hay's mother.

Fancy Goods—By M. Deacon

Sorry to report that Miss Elizabeth Craige has been confined to Grace Hospital for the past several weeks. We're proud of the stout heart and cheerful disposition of this popular member of our staff. Best wishes from the girls and boys of 224.

* * *

THIRD FLOOR

Meat Department—By Hilda Mensforth

Congratulations to Mr. and Mrs. Ernie Watson on the birth of a son (7 pounds 7½ ounces), Allan Ernest, at 1:03 a.m. on July 20, 1956. A brother for Hazel Margaret.

A hearty welcome to Emily Kyba, a new addition to our office staff.

Here's one item Hilda held back on us:

Congratulations to Hilda Mensforth who is now wearing a dazzling engagement diamond. The lucky man is Mr. Russell Dawson.—Ed.

* * *

FOURTH FLOOR

Sportswear

At the department party held for Mr. A. B. Keeley as reported in last issue, Miss E. Hukkanen was also honoured. She received a gift clock-radio from her colleagues with all good wishes for her continued success with the Company. Miss Hukkanen is now in charge of the Women's and Misses' Coats, Suits, Dresses, etc., in Edmonton Store.

Beauty Shops

Congratulations to Pat Chomiak who recently received her engagement diamond from Mr. Alex Muff.

Glad to know that our Mrs. E. McLaren got over her appendectomy so well and is now well and soon to be back with us.

Fur Department

A belated welcome to Mr. Fred Wicks who is our new manager. We do hope he will enjoy us and his new responsibilities.

We have had our George Gould hospitalized with a protruding disc that had to be adjusted. We are happy to report that as we write he is recuperating at home and as soon as he can bend down to tie his shoes he will be back with us.

Many thanks to all our steady extra help in storage for all their assistance with our usual spring rush.

And — the Editor conveys all our good wishes to Miss E. Turner, Contacts' correspondent, now away on an overseas' holiday.

Optical Department

Congratulations to Allen and Mrs. Calvert on the birth of a 7-lb. 6-oz. baby boy in July.

* * *

FIFTH FLOOR

Portrait Studio

Mr. Weston, whose 35th anniversary date was August 4, was honoured at a barbecue on August 3 at the home of Mr. Popham, 70 Cunnington Ave. We join in congratulating Mr. Weston.

SIXTH FLOOR

General Office

Congratulations to Glenda Smith who became the bride of Thomas Zanzow, June 5, at All-Saints' Chapel. On behalf of the department Glenda was presented with a clothes hamper.

Our best wishes go to Joan Van Leeuwen who was married to Carl Daniel Van Heyst at the Christian Reform Church, June 15. Joan was the recipient of a toaster.

Barbara Wilson left July 27 to be married to Elmer Watson at St. Paul's United Church. Along with our best wishes, Barbara was presented with a gift of Revere ware.

Congratulations to Mr. and Mrs. Larry Thomson on the arrival of a daughter, Carol Lynne, June 27.

Early in July we said good-bye to Mrs. Marjory McKenzie and Mrs. Noreen Wilton. Both were presented with a gift of gloves.

Draperies—By H. Pilling

Good luck to Mr. D. Hall in his new venture. We miss him from the department but wish him every success.

Correspondence—By B. Hendry

Joan Jessen was married to Joe Kellner on July 14. She was presented with a lovely corsage and beautiful Haddon Hall blanket from the office.

Good-byes were said to Maxine MacDonald who left to take up full-time housekeeping, and to Sally Olafson who left to take up nursing. Both girls were presented with purses.

We all welcome Miriam Grienke, a new member to our staff.

Carpets—By Gladys McLean

A hearty welcome to Mrs. Eileen Ferguson who has returned to the office after a four and a half-month illness. We are so glad to have you back with us.

On July 14 the boys of the department played golf at Elmhurst for a department trophy which was won by Mr. H. G. Jephson. Other prize winners were Messrs. Grey, Bergner, Westmacott, Milne—and for the golfer who needed the most practice—Mr. Holland.

On the evening of the 14th we gathered at Mr. D. Howat's home where we had a party and the presentation of the prizes took place. Many thanks to Mr. and Mrs. Howat for having us and for the lovely time we had.

* * *

SEVENTH FLOOR

Stock Audit

All our best wishes to Dorothy Barker who became Mrs. John Andrews at Rosedale United Church on July 13. Dorothy's gift from the department before she left was a mahogany cocktail table.

* * *

EIGHTH FLOOR

Women's Garment Alterations

By Helen Sawka

This month our bride is Flossie McConnell whose wedding took place on August 4 at Hamiota, Man.

From the department she received a beautiful leather handbag and corsage. Numerous other gifts were received from the Dress Departments. Best of health and happiness in the future, Flossie.

A small party was held at the home of Mrs. Lydia Stevens in honour of Flossie McConnell on July 5. That evening she received a lovely gift of lingerie.

Budget Plan—By E. Tamplin

Congratulations to Miss Gisele Unger who came in one morning with a sparkle in her eye as well as a diamond on that all-important finger. The lucky man is Mr. Walter Klunkel. Best wishes to you both.

We were sorry to say farewell to Mrs. Noreen Sharkey who left last week for an extended holiday in Ireland before taking up residence in the U.S.A. Noreen's parting gift

from the department was a lovely leather handbag, and from her many friends an Elgin cigarette lighter and travelling clock. We wish you the best of luck, Noreen, and if ever you find yourself around these parts again, be sure to drop in and see us.

Sorry to report that Mrs. Hilda Waters is still on the sick list. So glad to see Miss Muriel Paradis back at work again after a bout in the hospital. Hope you are really feeling better, Muriel.

Glad to see Miss Jerry Nahorney, a former member of our staff now living in Toronto, who paid us a surprise visit a short while ago.

* * *

NINTH FLOOR

Construction Office—By D. Scarth

Our best wishes to Gordon Neusitzer and his new bride, the former Joan Aylen of Department 113. They were married June 30 at St. Paul's Lutheran Church. The office staff presented Gordon with a wool blanket.

* * *

ELEVATOR UPS AND DOWNS

By Aldous Brow

We are glad to welcome Pete Lyons and Frank Donald of our night staff back to work after their recent illnesses.

May we also welcome Maxine Yerbury, from the Calgary Store, who is here with us for the summer months.

* * *

DELIVERY

By Kathleen Cross

Sincere sympathy to Mr. Mike Kis on the death of his mother and to Mr. G. Jenner on the death of his brother Art from the C.O.D. Cashiers, and to Mr. C. McDougall on the loss of his wife.

Have you noticed the big grin and the glint in Jimmie Chatwin's eyes these days—the old love bug has done it again—Jimmie's recent engagement to Miss Marilyn Taylor of Osler, Hammond and Nanton Co. is the cause. Wedding bells will not ring until Jimmie has completed his college education.

In the Mail Bag

SECOND AND THIRD FLOORS

M.O. Money Returns—By M. Davies

Best wishes to Madge Bender who left on July 20 to be married to Bill Rich on July 28.

On leaving, Madge was presented with many lovely gifts including a lazy susan presented by Mr. Brown, assistant, on behalf of the management and staff.

Our sincere sympathy is extended to Rose-Marie Faucher in her recent bereavement.

* * *

FOURTH FLOOR

Infants' Shoes—By D. Clubb

Our deepest sympathy is extended to Olga Dubas in the loss of her father.

Farm Machinery

Congratulations from Department 55 office and warehouse to George Sargeant and Ray Burdett who both celebrated an occasion during July.

George Sargeant celebrated his 35 years with Eaton's on August 2 but as he would be on holidays then a table was decorated for him on Friday, July 27. Mr. Edginton presented George with a folding contour lawn chair to take with him on his holidays. We hope it will add to his comfort and make his holidays even more enjoyable.

Then on Saturday, July 7, Ray Burdett was married to Olga Pawluk at 7 o'clock at St. Margaret's Anglican Church. Ray and Olga left for a two-week honeymoon through the States spending most of their time at La Crosse, Wisconsin. Friday morning before

Ray and Olga were married, Mr. Edginton presented Ray with an automatic pop-up toaster with best wishes for every happiness in their future. * * *

FIFTH FLOOR



Radio, Music, etc.

Our assistant, Mr. Tom King, and family, are feeling greatly thrilled by the splendid showing made by their daughter, Mrs. Vivian King Thompson, in the recent swim at Atlantic City. The fact that she finished this very difficult swim of 26 miles is in itself a tribute to her remarkable powers as a swimmer and her courageous tenacity.

Although Vivian came out of "retirement" to train for—and almost master in leading time—the Lake Winnipeg swim, she has not been in real hard training all the time, and is busy with her family like all good mothers. Challenging some of the world's leading distance swimmers in this swim against distance, waves, winds, cold and currents was in itself daring, and as we said, much as we all would have liked to see her win, we're proud as could be of the honour she has again brought to Winnipeg sports circles.

Editor's Note: Further congratulations to Vivian, she successfully conquered Lake Winnipeg Saturday, August 4.

* * *

SIXTH FLOOR

M.O. Household Linens

By F. Rogers and J. Burns

Best wishes for a speedy recovery to Alex Topp of 36 Department, from his friends in the Store and Mail.

We have received news that Mr. J. R. Hearst, a retired member of the Household Linens, and Mrs. Hearst are enjoying a holiday in eastern Canada. Good travelling to you both.

Department 36 was pleased to have visits during the past month from Mr. J. H. Egerton, Mr. John Stevenson and Mr. J. Reid of our retired staff.

Mr. W. J. Hogg, assistant, has returned from a holiday in Montreal and Toronto with a new Meteor tucked in his luggage. While in the east Mr. Hogg enjoyed golfing on some of the beautiful Toronto courses.

Draperies—By Ruth Hodgson

The call of "Go west, young man" must have been heard by our Mr. Jo Kondrat as he left us on June 1 for Edmonton. On behalf of management and staff, Mr. Reg Prynne presented him with a pen and pencil set. Best of luck, Jo!

We also said farewell to Mrs. Edith Neilson of our Workroom staff. Edith was presented with a towel set. All the best to her also.

M.O. Piece Goods—By W. Clowston

Our best wishes to Betty Statton and Joe Schnerch on their recent engagement. Wedding bells to ring next spring.

Pleasant journey to Mr. and Mrs. P. H. Longstaffe on their extended trip overseas.

M.O. Correspondence—By Susan Trudeau

Delayed News: On June 22 Sylvia Van Hee and Joan Mousseau left to make their home in Toronto. The girls were presented with personal gifts. Best of everything, Sylvia and Joan.

On July 6 Ursula Eichler left to become the bride of Rudy Weiner on July 14. Ursula was presented with dinnerware from the department along with numerous gifts from her friends. Best of luck to both of you.

M.O. Complaints—By J. Baynes

On July 19, Mr. Herb Graham, Assistant Manager, Departments 117, 118 and 118A, was kept busy receiving congratulations from his many friends and well-wishers, the occasion being his 30 years with the Company. Mr. Graham was the recipient of a lovely set of lawn furniture from the department as well as a number of other gifts. Everyone joins in wishing him the best of luck for the future.

This is the season for long-distance swimmers, but Dorothy Lloyd, although a good swimmer herself, decided to take the easier and more comfortable way to England, and sailed on the S.S. Saxonia, Friday, July 13, for a three-month visit. We hope you have a wonderful time, Dorothy, and shall look forward to hearing all about it on your return.

* * *

SEVENTH FLOOR

M.O. Ladies Coats and Suits—By D. Wright

July 4 was a great day for Mr. Helgi Johnston when his exciting wait ended and he became the daddy of a bouncing baby boy, John Bryon. His chest went out even further when Junior weighed in at 8 lb. 8 3/4 oz. Congratulations to Helgi and Shirley (a former Eatonian) and the two Johnson girls who were pleased to welcome their first baby brother.

M.O. Copying—By M. Shepherd

Hello there Elsie Course, we're wishing you a speedy recovery after that operation.

Congratulations to Evelyn Berakos who received a lovely diamond on July 14 from Art Johnston.

When Gladys Komar left on July 20 for another position, the department presented her with a wool bedthrow and an electric mixette. She also received many useful gifts from the girls. We're wishing you much success, Gladys.

Dresses—By M. Carrier and M. J. Neil

We are sorry to report that Kay Kimak is absent due to illness.

We are pleased to announce that Mr. M. T. Smithson's mother is recovering from her recent operation; also very glad to welcome Mrs. Mildred Lesiuk back after her lengthy illness.

M.O. Budget Plan—By Janet Britain

Our best wishes this month go to Barbara Boden who left us on June 29 to exchange vows with Lionel Rocan on June 30. Barbara was presented with a steam iron and corsage from the department.

More good wishes go to Eunice Gall who also left us on June 29 to exchange vows with Art Pearson on July 7. A blanket and corsage were presented by the department.

On July 12 Yvonne Spencer walked in with a sparkle on that all-important finger. The very lucky fellow is Bob Land. Wedding bells will ring in September.

A great big hello going out this month to all the new girls and fellows who have joined our staff.

Sporting Goods

By Dorothea Hardiman and John McNiven

We are happy to report that Jim Oakes was up to see us last Friday and is looking very well. We hope to see you back to work very soon, Jim.

Congratulations to Gordon Cross and Mrs. Cross (formerly Margaret L. Morrill of Department 122A) on the birth of their daughter, little Eileen Margaret, who checked into the

St. Boniface Hospital at 2:25 p.m. on Tuesday, July 10. Maybe it will be a boy next time, Gordie.

Congratulations to Mrs. Hutton and also her sister on the large fish they caught out at the Whiteshell. Too bad the men can't do as well.

M.O. Cash

Best wishes to Jeanette McDonald who was married July 21 in St. Eugene Church to Ray Norman. Jeanette was presented with a mirror and electric clock from the department, and a shower was held in her honour at the home of Edith Normans.

We also extend our best wishes for future happiness to Marie Friesen who became the bride of Sven Haglund in St. Paul's United Church. A linen shower was held in her honour by the girls of the department.

* * *

EIGHTH FLOOR

Men's and Boys' Furnishings—By D. Dee
Men's and Boys' Furnishings isn't quite the same these days without Mr. R. (Bob) Eaton our jovial Irishman who retired recently.

This correspondent was away on vacation but would wish to add the sincere best wishes of all of us for Bob's health and happiness in his future years.

(And may Contacts say, editorially, "Glad you yourself had such a happy overseas holiday, Dorothy!")

Departments 78, 159, 167, 173—By M. Beck

In addition to all the events for Mr. W. E. Curry as reported in Retirement News, Mr. and Mrs. Scarr held a dinner for him at the Wildwood Club where Mr. Curry was presented with a figurine, "The Cobbler." May the memories of these occasions linger through the years to come, and may his leisure hours be happy. We shall all miss him very much.

On June 29 Eileen Beck left to make her home in Ontario after 15 years in Department 167.

July 13 Lorraine Simpson left to be married; also Helen Byskal left for wedding bells on July 21.

DEPARTMENT CORRESPONDENTS

Please try to get your news in to Contacts' office at month-end or within the first two or three days of the new month, to help us in publishing as near the 15th of each month as possible. Thanks—Ed.



"Mind a suggestion, Dexter?"

The Play's the Thing!

EATON THEATRE GUILD - Season 1956-57

Plans are underway for a season of entertainment and fun. We are still looking for new members. Even though you are not desirous of being an actor, there are many other fields open in our stage work. So make your application now and plan to attend the first meeting—the date of which will be announced later. Hand in your name at Contacts' office or see Dave Swann, Department 232. We hope to make this season one of the best yet—why not give us your support? Here are some of the Guild's past successes:

1955-56—Night of January 16th
Three One-Act Plays

1954-55—The Late Christopher Bean
Three One-Act Plays

1953-54—You Can't Take It With You
Two One-Act Plays
Heaven Can Wait

PORT ARTHUR STORE'S ANNUAL PICNIC



Eatonians, wives, families attended this enjoyable afternoon outdoors on Wednesday, July 25. It was held at Current River's Casino Park, and there was "never a dull moment" —in the action, anyway! From our pictures it was evidently warm enough for light sports-wear, which is a blessing these cool days!



Rose Scarnati. Front row: A. Jason, R. Wright, M. Kurlich, C. Nuttall, R. Manning and J. Owens.

The feature softball match was won by Ray Masters' team; and there were races of all kinds for the young people — and some races and interesting competitions and contests for the grown-ups.

Our lower picture, for instance, shows Greg Johnson and the winner of the ladies' smallest waist contest — Mrs. F. Bates. Other items were: men's smallest waist, J. Laye (were there many entries? —Ed.), ladies' and men's tug-of-war.

The energetic committee is shown above — they well deserved the crowd's hearty vote of thanks. Left to right, back row: Nellie Smith, Ena Smith, Jackie Hayn, Helene Pederson, Ann Achtenberg,

PORT ARTHUR EMPLOYEE JOINS QUARTER-CENTURY CLUB

On July 25 Mr. Michael Maltase celebrated 25 years' continuous service with the Company. On the morning of his anniversary he was presented with his watch and Quarter-Century Certificate by Mr. G. D. Nelson, Port Arthur Store Manager. Mr. Maltase also received many personal gifts from his friends in the Port Arthur Store, including an electric kettle and garden furniture. At a social gathering of the male staff on July 31, Mr. Maltase was presented with a purse of money.

Mr. Maltase, who was born in Cosenze, Italy, has been with Men's Clothing all his service. He is the proud parent of two daughters and five grandchildren. To Mr. Maltase we extend our congratulations and best wishes.



YOU Can Share CASH AWARDS





CONTACTS

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Vol. 32 AUGUST, 1956 No. 8

Editor: W. E. (Bill) GRAY

DATE OF ISSUE—
15th OF EACH MONTH

NEWS WANTED IN BY THE END OF
THE PREVIOUS MONTH

RECENT APPOINTMENTS

Winnipeg Store

- Department W512—Cameras:
MR. A. BEAVIS, assistant.
- Departments W967, 970, 971, 972 and 974 —
Economy Home Furnishings:
MR. D. C. HOWAT, department manager.
- Department W127—Shopping Card Assembly
and Packing:
MR. E. D. SMITH, assistant.

Winnipeg Mail Order

- Department W159—M.O. Prices and Inquiry;
Department W173—M.O. Sales Room:
MR. C. SCARR, department manager.
MR. W. R. LOCKWOOD, assistant (in addition to his present duties in Department W167).

- Department W167—Catalogue Distribution:
MR. C. SCARR, department manager.

Department Discontinued

- W14—All Candies, Pandora and Winsome
Chocolates.

This merchandise, starting Fall Season, 1956, will be carried as part of the stock under the management of Department W12.

Vancouver Mail Order Re-organization

Vancouver Mail Order will be operated as the

"Vancouver Mail Order Distributing Warehouse"

Orders will be filled by Vancouver, and sales and stocks recorded under the following group of departments, corresponding with the Winnipeg Mail Order departments represented in the stock carried:

- V27—Toys and Wheel Goods.
V53—Hardware.
V55—Farm Implements, Heavy Hardware.
V56—Stoves and Plumbing.
V60—Refrigerators, Radios, Washers.
V61—Luggage, Bicycles, Sporting Goods, Auto Accessories.
V63—Tires and Tubes.
V70—Furniture, Beds, Springs, Mattresses, Sewing Machines.
V72—Carpets and Linoleum.
V74—Paints and Wall-paper.
V77—Electric Appliances, Supplies, Vacuums, Polishers, Lamps.

Fort Churchill, Manitoba, Order Office

Please note the following appointment in the above Order Office, effective July 12, 1956:

MRS. D. M. COOPER, in charge.

Twenty-Two

LONG-SERVICE ANNIVERSARIES

FORTY-FIVE YEARS

- R. MORROW, Elevators.....Sept. 1
DANIEL R. RITCHIE,
Drapery WorkroomSept. 5
CHARLES F. DOW,
M.O. ShippingSept. 11

FORTY YEARS

- MISS E. FRENCH, Dresses.....Aug. 24
J. W. BAKER,
Basement Self-ServeAug. 31
T. DODDS, M.O. Paints,
Electrical, ChinaSept. 7

THIRTY-FIVE YEARS

- R. PRYNNE, M.O. Draperies.....Aug. 23

TWENTY-FIVE YEARS

- MRS. F. A. GRAHAM,
Piece GoodsSept. 10
W. HUGH KEILLOR,
Candy FactorySept. 16

OLD FRIEND REVISITS WINNIPEG

MR. DAVE S. OLIPHANT, Winnipeg Eatonian retired for over nine years and now in a hale and hearty 75th year, looked in on us. Dave has been down regularly from the coast each year, and although he does look maybe a year or so older and not so heavy as when he retired, still has health and good spirits to be envied. This year's visit, said Dave, was a special one—for he got here in June in time to meet a brother, Johnstone Oliphant from Edinburgh, Scotland. They went to Clear Lake, and there met three other brothers who live in Dauphin. It was, said he, 45 years since they had all met together.



As for Dave himself, he tells us that he has now 11 grandchildren and six great-grandchildren; and that of the families, no less than 55 people were present at the re-union mentioned above at Clear Lake. Well, here's hoping to see you again ere long, Dave!

In Memoriam



"I hear far voices out of darkness calling my feet to paths unknown."

ARTHUR JENNER

Member of the C.O.D. Cashiers' staff, Mr. Jenner was 56 years old when he passed away July 11 at his home. He was English by birth and came to Canada 50 years ago. His service with the Company dated back 34 years. He was a member of St. Acadia Lodge of Masons and of St. Cuthbert's Anglican Church. To his widow Coral, daughter, two sons and grandchildren, and to his surviving brothers and sisters, deep sympathy in their loss.

* * * *

MRS. L. M. PAGET

Retired from the Printing Plant for a little over ten years, Mrs. Lottie McKinnon Paget passed away July 15 at the home of her daughter at Lac du Bonnet where she had been living. She worked for the Company for 20 years. The sincere sympathy of all her Eatonian friends is expressed to her four daughters and son, and other surviving relatives.

* * * *

MRS. AUSTIN KING

Mrs. Lillian Hanna King, member of the Basement Store Footwear staff, passed away Wednesday, July 18, at the age of 51. English-born, she had been in Canada 45 years and had been an Eatonian several years. Mrs. King was a member of the Winnipeg Chapter, L.O.D.E., and of Regents Park United Church. To her husband Austin, her daughter and son, and to her mother and two sisters, we convey the sincere sympathy of her many Eaton friends in their bereavement.



* * * *

MRS. C. H. SMITH

First in the old Store-Roof Playground, and then in charge of the Baby Shelter in our M.O. Unit 2 for a total of 21 years, Mrs. Smith, who had been retired for over six years, passed away July 25 at the age of 58. Her long years of service made her well known to many Eaton customers as well as staff, and we know they will join us in conveying sincere sympathy to her daughter, Mrs. Duckworth.

* * * *



MISS MARY SIM

A long-service employee—nearly 30 years with the Company and a retired member of our Fancy Goods staff for about ten years—Miss Sim died on July 20. She had been resident in Winnipeg for over 40 years, having come here from Ontario. Survivors are a sister-in-law and three nephews, and to them we offer deep sympathy on behalf of her Eaton colleagues.

Sincere sympathy to these members of the staff who have recently been bereaved:

In the Loss of a Mother

Mr. D. Matthews.....M.O. Packing
Mrs. Irene Deda.....M.O. Music, etc.
Mr. R. Thompson.....Doormen

In the Loss of a Father

Miss R. M. Faucher.....M.O. Exchanges
Mrs. G. McGuff.....Fifth Floor Kitchen
Miss C. Carruthers.....Employment
Miss R. Nelson.....Dress Workroom
Mrs. L. Gaba.....M.O. Budget Plan
Miss E. Negrych.....M.O. Sales Room
Mrs. Olga Dubas.....M.O. Children's Shoes
Mr. W. Geddes.....Men's Furnishings

In the Loss of His Wife

Mr. C. McDougall.....Delivery
Mr. H. Maltman.....Toy Workroom

In the Loss of Her Husband

Mrs. E. Achorn.....Basement Self-Serve

In the Loss of a Sister

Mr. J. W. Aker.....M.O. Notions, etc.

In the Loss of a Brother

Mr. R. G. Travers.....Men's Footwear
Mr. H. Wilson.....Drugs
Mr. R. Proctor.....Carpet Workroom
Mr. G. Jenner.....Delivery
Mrs. L. Church.....Women's Wear



EATON EMPLOYEES' CHARITABLE FUND

E.E.C.F.

NEWS

Aug. 1956

For the Information of
Our Many Fund
Subscribers



CHARITABLE FUND COMMITTEE — 1956

Shown above are the members of your committee. Left to right, standing: N. G. Thomson, 3rd Floor Meats; T. M. Miller, Public Relations; T. Black, Mail Order Operating; E. Guile, Mail Order Postal, etc., Investigation; K. Gibson, Mail Order Notions; A. S. Parker, Mail Order Men's and Boys' Clothing; R. Eaton, Mail Order Children's Wear.

Seated: Miss B. Hammond, D.A., etc., Accounts; Miss R. Soutter, Catalogue Distribution; Miss J. Fraser, Mail Order Paints; A. W. Kilgour, Boys' Clothing, Store; G. T. Fox, Grill Room, etc.; D. Beck, Furs, Store; V. T. Fotheringham, Staff Relations (Permanent Secretary); B. M. McLeod, Engineers (President); T. Riddell, M.O. Packing (Vice-President). Right front: Miss F. Tease, Customers' Accounts (Recording Secretary); Miss F. A. Goldie, Millinery, Store; Mrs. C. Brooks, Piece Goods, Store. Front: Miss C. Lord, Jewellery, Store.

THE WORTHWHILE CAUSES YOUR E.E.

MULTIPLE-SCLEROSIS SOCIETY OF CANADA

E.E.C.F. DONATION \$200.00

This is a Society for Advancement in Research to find out more about the crippling disorder of the nervous system which results in increasing and unforeseeable crippling effects until the patient is "sick unto death." Unlike many diseases where, when the attack is over, the damage can be checked and efforts made to build up the body's resources again, Multiple Sclerosis is never really over, except in a very few fortunate cases. It is today a very serious threat to the general health of our population, and especially so when one considers it usually finds its victims in the 20-45, or earning-capacity, age group.

The need for intensive research to find out more about the causes and nature of this dread disease is emphasized by the distinguished names of laymen and doctors on the MS Advisory Council and Medical Advisory Board — some of Canada's most distinguished men and women.

Your donation to the Manitoba Chapter of the Multiple-Sclerosis Society will help towards battling this crippling disease which today numbers its casualties at over 23,000 Canadian men and women.

LAKESIDE FRESH AIR CAMP

McELHERAN STATION, MANITOBA

"If ever you wish to go in for philanthropy, if ever you wish to be of real use in the world, do something for children."

Originally a war memorial to staff members of the Union Bank, supported by that organization, the camp some years ago was taken over and supported by a group of leading Winnipeg business men. Its scope was broadened, as a Fresh Air Camp providing holidays for mothers and children.

Some four years ago, the improved economic situation, family allowances, etc., made its need less important. The camp is now operated for six two-week periods, each devoted to providing FREE holidays to these groups: Paraplegic Wheel Chair cases; Cerebral Palsied Children; Children Suffering from the Results of Polio; Underprivileged Girls (7 to 11 years); Underprivileged Boys (7 to 11 years); Underprivileged Old-Age Pensioners. The financing for each is possible by voluntary contributions from interested groups.

Lakeshore erosion now makes it necessary to move some buildings farther back, and to partly rebuild some of them. Your Committee has donated towards this capital expenditure, and also contributed to the continuing needs of the Camp as before:

EATON EMPLOYEES' CHARITABLE FUND DONATIONS TO LAKESIDE FOR 1956 — TOTAL \$700.00

For Medical Supplies.....	\$100.00
For Operating Expenses.....	100.00
Building Move, Repairs	500.00

HOSPITAL FOR MENTAL DISEASES, SELKIRK, MAN.

E.E.C.F. DONATION..... \$295.00

A Viking 21-inch TV set was purchased and installed in one of the dayrooms at the above hospital. Many of the viewers are male patients who can look after their own needs, and with your gift you are assisting these people in their rehabilitation and adjustment on their way to recovery.

E. E. C. F. FUND HAS HELPED THIS YEAR

CANADIAN SUNDAY SCHOOL MISSION

An evangelical mission, working in the rural areas, this Mission runs summer camps for children and young grown-ups (two camp periods at Ochre River, Lake Dauphin; five at Gimli, Man.) The Secretary writes as follows: "The contribution by the Eaton Employees' Charitable Fund greatly helped towards providing basic equipment at the Ochre River camp. Our camps, in fact, are not elaborate as yet, but we seek to provide a wholesome camp program and we believe our aim has been accomplished in great measure. Children are eagerly awaiting this summer's camp time."

Your E.E.C.F. gift, repeating
last year's \$100.00

THE WHEEL CHAIR CENTRE

E.E.C.F. DONATION \$300.00

Founded and operated for some years as a rehabilitation and training centre for handicapped post-polio and paraplegic girls, this Centre has now broadened to help others. Partly under Federal Government help, the Centre will now expand to take care of men and women from other organizations, in so far as their special work is concerned. The patients are taught how to cope with their disabilities from a social standpoint as well as how to learn crafts that can enable them towards some self-support.

NORTH WINNIPEG Y.M.C.A.

E.E.C.F. DONATION \$500.00

The growth of this part of the city has far outstripped the capacity of the present "Y" to supply the real needs, for the North Winnipeg district now counts over 80,000 residents.

Expansion of the Y.M.C.A. facilities, particularly to provide proper gymnasium space for indoor athletics and recreation, leadership training and general fellowship, is a necessity. To this end, it is proposed to provide a new, larger Y.M.C.A. Half the cost of building has been collected or promised, and the campaign is now on for completion.

Your Committee as far as possible does not deal directly with building funds but has contributed for purchase of furnishings when the building is ready.

SALVATION ARMY RED SHIELD AND GRACE HOSPITAL FUNDS

E.E.C.F. DONATION \$3,000.00

To the annual Red Shield Campaign your Fund gave \$3,000.00 to assist in the general maintenance of Salvation Army work in its 70th YEAR of service in Greater Winnipeg to the needy, the unfortunate, the suffering, the lonely and the desolate.

E.E.C.F. DONATION \$5,000.00

To the Grace Hospital Expansion Program, including a new Maternity Wing and improved modern hospital requirements, your fund pledged a three-year sum of \$15,000.00—this year's share being \$5,000.00.

GUIDES' CENTENARY WORLD CAMP

To celebrate the 100th anniversary of the birth of their founder, Lord Baden-Powell, the Canadian Girl Guides are holding a "Centenary World Camp" in August, 1957; the first in the Western Hemisphere. Over 1,500 girls from 34 countries will attend—paying their own costs to and fro, but being Canadian Guides' guests while here for 12 days at Doe Lake, Ont. The present Guides' Camp is to be enlarged to accommodate the hundreds of girls, and this whole special project constitutes something to help for better world understanding.

Your E.E.C.F. gift for Girl
Guides' '57 World Camp \$300.00

AIR CADET LEAGUE OF CANADA

E.E.C.F. DONATION \$500.00

The Manitoba Branch of the League is carrying out a scholarship, cadet insurance, training accommodation program, and help towards living expenses of cadets on special training courses. The aim is not simply to create and train young airmen, but to help to combat delinquency by encouraging in them responsibility and helping them to self-support.

Four thousand civilian volunteers across Canada give their spare time and capabilities free, to Air Cadet work—outside of the actual training work contributed by the R.C.A.F. Not only flight instruction—although 2,500 have earned cadets' "Wings" and private pilot licenses—but leadership courses, summer camps with special courses, and "exchange" trips with other countries for top cadets are carried on.

ASSOCIATION FOR RETARDED CHILDREN IN GREATER WINNIPEG

E.E.C.F. DONATION \$1,200.00

The crippled child, the child doomed to chronic invalidism, the blind child—all these, in measure, have been receiving attention and help in increasing measure over the years. But one class, the mentally retarded, has only recently been considered in the area of those able to be effectively helped.

Modern study and much experimental research has proved the almost immeasurable good that can be done by paying early and continuing attention to these children; they can be brought to understand and enjoy life in a near-normal manner in many cases, and thus relieve their parents and families of years of fear and worry on their behalf. Great good has been done and much progress envisioned by the Greater Winnipeg Association, and the Kinsmen Club is now planning erecting a special school. Your donation goes towards staffing, maintaining and otherwise servicing this school.

CANADIAN RED CROSS

E.E.C.F. DONATION..... \$8,000.00

Your donation will assist the thousands of volunteers to carry on their work in the various programs and humanitarian services of the Red Cross. It also means that help for the less fortunate will be available whenever and wherever that assistance may be needed.

MANITOBA MARCH OF DIMES

E.E.C.F. DONATION..... \$2,000.00

The war against POLIO is still not over. Treatment and a carefully planned rehabilitation program is necessary to re-establish handicapped persons in gainful, self-sustaining employment.

"THANKS, EATONIANS," SAYS E.E.C.F. COMMITTEE

Hundreds of new members to this fund were enrolled in the recent new-contributor campaign, in fact almost a thousand. This was because the many people who have become Eatonians recently responded so quickly and generously when the aims and accomplishments of the Employees' Charitable Fund were explained to them and they were given the opportunity to help with this great work.

To our department Fund Secretaries all through the Winnipeg organization, and to the new members whom their good work brought into the fund . . . we say a very sincere

THANK YOU — KEEP UP THE GOOD WORK